

# ***CUSTOMER INFORMATION MANAGEMENT INFRASTRUCTURE AND METHODS***

### *Abstract of the Disclosure*

A customer information management infrastructure comprising an integrated customer

5 information store having a multiplicity of customer information sets, each corresponding to one of a multiplicity of customers. Responsive to each of a multiplicity of substantially simultaneous service requests, each pertaining to a selected customer, the customer information set corresponding to the selected customer determines a set of interactions between a user and the infrastructure, and a set of interactions among components of the  
10 infrastructure. The infrastructure provides a large enterprise, such as a retail bank, with the ability to handle a large number of substantially simultaneous service requests from each of a large number of customers, and to base, for example, the availability of service requests to each customer, the presentation of available service requests to each customer, and the steps used to carry out each service request selected by each customer, on a large amount of  
15 information about that particular customer.